

**A TRANSLATION ANALYSIS OF DELETION
STRATEGY IN SUBTITLING OF THE FILM
ENTITLED A *CINDERELLA STORY***



Research Paper

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CHAPTER I

INTRODUCTION

A. Background of the Study

Many years ago, west people have started civilization and many famous figures were born in the west. They create many discoveries and new theory that became part of world growth. The famous figure such as Thomas Alfa Edison who creates many amazing tools, Isaac Newton who contribute his theory for advance in physic, Aristotle who thinking about physic, mathematic, and philosophy, and another figure who contributes in many kinds of knowledge is proof that west can become one of the source knowledge. Because of that support, many countries in west become great country.

As development country, Indonesia must study many kinds of knowledge in order to improve many important sectors such as economy, politic, trade and safety. It must do as process Indonesia become great country. In equaling the difference one country with another country, people need tool as facilitate to transfer information. The tool is language.

Language is the most important basic tool in creating societies. It is language through which people communicate feelings whether in form words, gestures or message and also creating norms for establishing societies. Without language humans will not be able to communicate, without communication there will not be any cooperation there will not be any group

formed, forming different tasks and there will not be any society necessary for survival for humans. It is a tool for a human to communicate, understand and respond.

In getting knowledge, people have some media as facilitation. They are textbook, television, radio, and film. Most of the information from foreign country use English language as main language, so people need translation to deliver the content of information. Especially in film, translation does the function in subtitling to make easy the audience get the message. The audience will interpret the meaning of the language used by the actor to analyze the characters and the plot of film. But the interpretation process will be a problem if it can not be interpreted well in order to get a good understanding.

It shows the position of interpreters becomes very important part in film industries. The requirement a film can tell how interesting story and the message of the story are from subtitling which made by subtitler. But to become a subtitler will face some problems such as making the subtitling readable and understandable although the subtitler has not known the background of the film. From this case, the writer wants to analyze the deleting strategy of the subtitler in interpreting the subtitling of a film.

For making movie subtitle in the movie, interpreter has some strategies. There are condensation, expansion, paraphrase, transcription, imitation, dislocation, transfer, decimation, deletion. From the strategies, interpreter can help the audience to catch the message. Because of that the culture of the source language, idiom, and words is important thing by interpreter (Nababan, 2008).

From this case, the writer wants to analyze the deleting strategy of the interpreter to get understanding subtitling of a film. Deletion is one of the subtitling strategies which are used by some words in the utterance. The examples of deletion text found in the film entitled *A Cinderella Story* are:

Source Language: *I can't believe they're reading my e-mails.*
Target Language: *Mereka membaca emailku!*

Based on this analysis, the subtitler deletes a sentence. The sentence which has been deleted is *I can't believe*. The subtitling should be *Aku tidak bisa percaya mereka membaca emailku*. The translator tries to simplify the words without changing the meaning. It was done in order to be readable text and get a better understanding, so the audience is easy to get the message from the author in the film's script. People can conclude the subtitler write the original text shorter which is called as deletion.

Source language: *Can you believe how extraordinarily gifted my girls are?*
Target language: *Kau percaya betapa berbakatnya anak-anakku.*

The audience can see clearly that there are some words lost from source language. The word *Can* have deleted from the sentence. It is proved by using deletion's strategy which is used in subtitling because the target language is shorter than source language. It is proved by using deletion strategy; audience can easily catch the message.

The subtitler tries to produce brief subtitle for making easier the audience in dividing their attention between the image of film and the meaning of the language. If the subtitling is accepted by the audience, it will make the audience feel enjoy watching the film and comfort in understanding

the film. It proved, the good subtitle gives influence the success of the film. To show the roles of deletion's strategy, this research analyzes *The Deletion Strategy in Subtitling of Cinderella Story*. Therefore, the writer title this research paper *An Analysis of Deletion Strategy in Subtitling The Film Entitled A Cinderella Story*.

B. Previous Study

In this case, the writer discusses the previous study. The first is Windarta (UMS, 2008) who conducted the study entitled *An Analysis of Condensation Strategy in Subtitling of Pirates of The Caribbean: The Curse of The Black Pearl Film*. She analyzed the subtitling which used condensation strategy. The research shows that the subtitler used condensation strategy in making subtitling, the writer knew the reason of the subtitler used condensation strategy, and some condensation sentences which is non equivalence. The method that used in this research is collecting the data and analyzes them.

Beside the writer also encounters the second previous study by Astria (UMS, 2008) who conducted the study *An Analysis on Deleting Strategy in Achieving the Equivalence in Subtitling of Lord of the Rings; the Return of the King Film..* She analyzed the subtitling which used deletion strategy. The researcher findings are some texts to be shortened and change. The finding is shows that subtitler used deletion strategy in making subtitling, and the writer knows the reasons of the subtitler use deletion strategy, and also some deletion

sentences which are non equivalence. The method that used in this research is collecting the data and analyzes them.

The previous researches have similarity in the object of the study about subtitling. The different from the first previous research and this research is the strategy of this research using deletion. The second previous researches have similarity with this research. The first is the research about subtitling. This research also study about it. The second is this research a study about deletion strategy which has similarity in the object of study with the previous research.

The difference of this study from above researches is the data source of this research which is taken from the film entitled *A Cinderella Story*.

C. Problem Statement

Based on the research background above the problems is proposes in this research are:

1. What are the linguistic forms of deletion strategies in the subtitling of *A Cinderella Story* film?
2. What are the reasons of using deletion strategy in subtitling of *A Cinderella Story*?
3. How many subtitling which is equivalent and non equivalent after using deletion?

D. Objective of the Study

The objectives of the study are as follows:

1. To describe the linguistic form deletion strategy in subtitling of *A Cinderella Story*,
2. To describe the reasons of the subtitler in using deletion strategy,
3. To describe the number of subtitling which is equivalent and non equivalent.

E. Limitation of the Study

In subtitling field, there are some strategies that the subtitler uses to get a good understanding of the source language. The strategies are expansion, transfer, paraphrase, imitation, dislocation, transcription, condensation, taming, recognition, decimation, and deletion. In this research, the writer only analyzes the deletion strategy that was used by the subtitler in subtitling of *A Cinderella Story* the writer wants to analyze deeply about how to deliver same message although in shorter sentences.

F. Benefit of the Study

There are two benefits in this study:

1. Theoretical Benefit

- a. This research can add information in the field of translation, especially when the language learner wants to carry out similar or further research about deletion strategy.

- b. This research can add information for the lecturer in order to give benefit in transfer knowledge toward the student in the field of translation.

2. Practical Benefit

- a. The students: This research gives more understanding about deletion strategy of subtitling in the film.
- b. The subtitler: This research gives more information about deletion strategy on subtitling process.
- c. Other researchers: This research can be used to add reference in order to improve their research.

G. Research Paper Organization

This research consists of five chapters:

Chapter I is introduction. It consists of background of the study, previous study, problem statements, objective of the study, limitation of the study, the benefit of the study, and research paper organization.

Chapter II is underlying theory. It presents to notion of translation, process of translation, subtitle, subtitling strategies, deletion strategy, *A Cinderella Story*, readability, and equivalence.

Chapter III is research method. It deals with of type of the research, object of the research, data and source data, technique of data collecting, and technique of analyzing the data.

Chapter IV is research finding. The research finding is divided into:

1. The type of deletion strategy in the subtitling of *A Cinderella Story* film.
2. The reason of using deletion strategy in subtitling of *A Cinderella Story*.
3. The subtitling equivalence after using deletion.

Chapter V is closing. It draws conclusion and suggestion.